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Early adopter and chasm found in a small-world network model

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17pPSA-41 スモールワールドネットワークモデルによって捉えるイノベータ 理論とキャズム理論 京大情報学研究科 宮崎修次・山田慎也（現所属：JR 西）

Early adopter and chasm found in a small-world network model by S. Miyazaki (Kyoto Univ.) and S. Yamada (Kyoto Univ., Present affiliation: JR West)

1. Model of Paradigm Shifts A network model of scientific paradigm shifts by S. Bornholdt et al. [1] has the following characteristics: (1) A scholar interacts with the nearest-neighbor four scholars on a square lattice. (2) A scientific paradigm of accepted by a scholar is accepted by a nearest-neighbor scholar with a probability proportional to the ratio of the number of scholars accepting the same paradigm to the whole. (3) An existing paradigm is never reproduced.

2. Modified Model Yamada modified the above-mentioned model [2], in which (1) By use of the terminology of cellular automata, the von Neumann neighborhood (square lattice with four neighbors) is replaced by the Moore neighborhood (square lattice plus diagonals with eight neighbors) as an interaction range, in order easily to obtain the cluster coefficient of the Watts-Strogatz small-world network model by constructing a triangular lattice. (2) The Moore neighborhood (link) is rewired in analogy with the Watts-Strogatz model, so that some of the Moore neighborhood are replaced by the short-cut neighbors. (3) A scientific paradigm of accepted by a scholar is accepted by a nearest-neighbor scholar with a probability proportional to a function of the ratio of the number of directly connected scholars accepting the same paradigm to the whole number of directly connected scholars. The function in the form of a Fermi distribution function in the field of quantum statistical mechanics has two parameters: inverse temperature (a degree of synchronization) and chemical potential (a threshold above which a scholar easily accepts the paradigm accepted by the nearest-neighbor scholars). This modification enables us to generalize a scholar accepted a specific scientific paradigm to an ordinary person, with a specific opinion, infected by a specific contagion disease, and purchasing a specific music CD.

3. Rogers and Moore Diffusion of Innovations is first explained in the book written by Everett Rogers [3], in which the importance of the early adopter is stressed [3]. Furthermore, Moore introduced the notion of Crossing the Chasm in the literature [4]. These Diffusion of Innovations, Early Adopter and Crossing the Chasm is verified by used of the modified network model.

4. Real Commercial Data The sales results of music CDs on major and independent labels in the commercial site of amazon are used for comparison between the original mean-field model and the modified small-world model.

References [1] Bornholdt et al., PRL 106, 058701 2011. [2] Yamada, Thesis (in Japanese), Kyoto Univ., 2014. [3] Rogers, Diffusion of innovations, Free Press, NY, 2003. [4] Moore, Crossing the Chasm, Harper, NY, 1991.